

**CHANGES TO THE SPECIFICATION:**

The specification has been reviewed in response to this Office Action. Changes have been made to the specification only to place it in preferred and better U.S. form for issuance and to resolve the Examiner's objections raised in the Office Action. No new matter has been added.

**REJECTION UNDER 35 U.S.C. § 112:**

In the Office Action, at page 2, claims 2, 4-6, and 9 were objected to because "and/or" is vague. This rejection is traversed and reconsideration is requested.

For examination purposes the term "and/or" cannot be solely considered as "or" because the term clearly indicates that, for instance, with respect to claim 2, one or more types of information may be included in the subject-related data. Furthermore, it must be noted that use of the term "and/or" has been common practice in claim drafting for many years. For instance, U.S. Patent Nos. 6,517,002, 6,505,774, and 6,494,365, to name a few, used the term in the claims. Incidentally, Primary Examiner Karl D. Frech, who is also the Primary Examiner of the present application, prosecuted these patents. Accordingly, it is respectfully requested that the objections to the claims be withdrawn.

**REJECTION UNDER 35 U.S.C. § 103:**

*In the Office Action, at page 3, claims 1-9, 20-24, 26-27, and 30-34 were rejected under 35 U.S.C. § 103 in view of U.S. Patent No. 4,779,138 to Nomura ("Nomura") and JP410138667A to Yamashina ("Yamashina"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

According to Nomura, a compact liquid crystal television receiver includes information pre-stored in an IC card, and a still image audio or characters by character broadcasting can be recorded or reproduced. See abstract. In order to receive a television program, a user operates a mode switch 18 to select the TV display mode. Further, Nomura generally describes a CPU 32, the mode switch 18, a TV circuit 31, and a driver 34. See column 4, lines 31-66. A detachable IC card is used as an information memory. See column 9, lines 3-10. An image signal written in RAM 131 is read out and is supplied to a card interface 123 through a gate circuit 126. See column 10, lines 18-22. The interface 123 supplies to the IC card 190 the image signal supplied on the basis of control data from a control circuit 121. Also, a color television

image is recorded in an IC card. See column 13, lines 13-17. If the memory capacity of one IC card is too small to record a color still image, R, G, and B image signals are respectively recorded in three IC cards.

However, nothing in Nomura teaches or suggests receiving subject-related data "in the form of an optical or radio signal." Rather, the information transmitted between the IC card and the television receiver is electron-based signals. Furthermore, Nomura is silent as to teaching or suggesting to "simultaneously reproduce the trading card in the recording and/or reproducing units," as recited in independent claim 1. Rather, the IC card of Nomura can only exchange R, G, and B information exclusively with the receiver into which the IC card is installed. Nothing in Nomura indicates that the IC card itself is able to transmit the information stored therein simultaneously to other receivers.

Yamashina describes a trading card including a CD-ROM to store information, where the information may be reproduced by using a card holder. However, similarly to Nomura, Yamashina fails to teach or suggest to "simultaneously reproduce the trading card in the recording and/or reproducing units," as recited in independent claim 1. Nothing in Yamashina provides for the trading card to receive subject-related data "in the form of an optical or radio signal."

Accordingly, even assuming, arguendo, that the description provided in Yamashina and Nomura are combined, the claimed features of the present invention would not be provided. The combination of the cited references would provide a trading card in a compact crystal television receiver. The television receiver would read information stored in the trading card and display the information on the liquid crystal display using R, G, and B signals. However, the combination of the cited references would not provide "wherein the data storage unit reproduces and transmits the subject-related data to the recording and/or reproducing units **in the form of an optical or radio signal to simultaneously reproduce** the subject-related data of the subject printed on the trading card **in the recording and/or reproducing units**," emphasis added, as recited in independent claim 1.

Referring to independent claim 3, this claim recites "a data storage unit receiving a recording command from the recording and/or reproducing unit to record and store the subject-related data stored in the recording and/or reproducing unit from the subject; and a housing unit containing and protecting the data storage unit, wherein the housing unit comprises a serial number identifying the trading card." Yamashina and Nomura, individually or combined, fail to teach or suggest that the television receiver includes a serial number identifying the IC card.

Independent claim 4 recites, "a recording and/or reproducing unit reproducing subject-related data stored in the trading card according to manipulation commands from the user, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information." The arguments provided above supporting the patentability of independent claims 1 and 3 are incorporated herein to support the patentability of independent claim 4.

Yamashina and Nomura, individually or combined, fail to teach or suggest, "a recording and/or reproducing unit recording and/or reproducing subject-related data from a subject shown on a trading card and/or user-related data from a user of the trading card," as recited in independent claim 5. Nothing in Nomura indicates that the television receiver is able to store "subject-related data from a subject shown on a trading card and/or user-related data from a user of the trading card," as recited in independent claim 5. Also, the combination of the cited references fail to teach or suggest "a data storage unit in the trading card receiving a recording and/or reproducing command from the recording and/or reproducing unit to record the subject-related data stored in the recording and/or reproducing unit or receiving a reproduction command from the recording and/or reproducing unit to reproduce the subject-related data stored in the data storage unit, wherein the recording and/or reproducing unit processes and builds a message by implementing the user-related data into the subject-related data and displays and/or sound reproduces the message," as recited in independent claim 5.

Referring to independent claim 8, the system of independent claim 8 corresponds to the claimed features of allowed method claim 29, accordingly it is respectfully requested that independent claim 8 be allowed.

Independent claim 9 has been amended incorporating the claimed features of allowed dependent claim 18. Independent claim 9 recites "a recording and/or reproducing unit recording and/or reproducing subject-related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and a housing unit containing and protecting the data storage unit." The arguments provided above supporting the patentability of independent claims 1 and 3 are incorporated herein to support the patentability of independent claim 9.

Independent claim 20 recites, "a recording and/or reproducing apparatus recording and/or reproducing subject-related data to/from the trading card, wherein the subject-related data comprises picture information related to a subject, the recording and/or reproducing apparatus comprising: . . . a decoder decoding the picture information from the subject-related

data stored in the memory and generating a video signal corresponding to the picture information . . . , and a controller controlling the transmission and reception unit, the decoder, and the display unit according to the manipulation commands." The arguments provided above supporting the patentability of independent claims 1 and 3 are incorporated herein to support the patentability of independent claim 20.

Referring to independent claim 30, Nomura fails to teach or suggest "a method to build a message between a trading card user and a subject shown in the trading card via an encoding unit and a recording and/or reproducing unit." Nomura merely reads or stores information from/to the IC card but is silent as to providing "recording user-related information in the encoding unit; building the message using the user-related information; recording the message in the trading card; and outputting the message recorded in the trading card through the recording and/or reproducing unit," emphasis added, as recited in independent claim 30. Similarly, the cited references, individually or combined fail to teach or suggest, "using the trading card to store subject-related data of the subject, wherein the subject-related data comprises sound or voice information relating to the subject; receiving user-related information from the user; building the message by implementing the user-related data into the subject-related data; storing the message in the trading card; and outputting the message," as recited in independent claim 32.

In addition, without adequate support from Yamashina and/or Nomura of a need or motivation to the IC card in a television receiver with a trading card, the Office Action combines the references by disregarding the current laws regarding the standard of an obviousness rejection under 35 U.S.C. § 103.

It is improper to merely deem something obvious without any teaching/suggestion, or the taking of Official Notice. If the U.S. Patent and Trademark Office wishes to take Official Notice that the proposed structural and functional modification is notoriously well known, supporting evidence or an affidavit must be provided. The Federal Circuit has cautioned that an Examiner must show reasons that the skilled artisan, confronted with the same problems as the inventor and with no knowledge of the claimed invention, would select the elements from the cited prior art references for combination in the manner claimed. In re Rouffet, 47 USPQ2d 1453, 1458 (Fed. Cir. 1998).

As applied to the determination of patentability when the issue is obviousness, "it is fundamental that rejections under 35 U.S.C. §103 must be based on evidence comprehended by the language of that section." See In re Lee, 61 USPQ2d 1430 (Fed. Cir. 2002), (citing In re

Grasselli, 713 F.2d 731, 739, 218 USPQ 769, 775(Fed. Cir. 1983)). When patentability turns on the question of obviousness, the search for and analysis of the prior art includes evidence relevant to the finding of whether there is a teaching, motivation, or suggestion to select and combine the references relied on as evidence of obviousness. See In re Lee, 61 USPQ2d 1430 (CA FC 2002). Accordingly, evidence must be provided from the prior art of some teaching, motivation, or suggestion to select and combine the references.

No such showing has been made in the present Office Action. It is submitted that the reason why no such showing was made is because the prior art of record individually or combined, fail to teach, suggest, or otherwise provide the motivation needed to make such a modification.

In view of the foregoing, it is respectfully requested that claims 1-9, 20-24, 26-27, and 30-34 be allowed.

*In the Office Action, at page 5, claims 10-13 were rejected under 35 U.S.C. § 103 in view of U.S. Patent No. 4,779,138 to Nomura ("Nomura") and U.S. Patent No. 5,867,795 to Novis ("Novis"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

Because claims 10-13 depend from independent claim 9, the combination of Nomura and Novis must provide the claimed features of independent claim 9. Novis generally describes a portable electronic device with a transceiver and visual image display. However, similarly to Nomura, Novis is silent as to providing "a recording and/or reproducing unit recording and/or reproducing subject-related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and a housing unit containing and protecting the data storage unit," as recited in independent claim 9. Accordingly, it is respectfully requested that independent claim 9 and related dependent claims be allowed. The Applicants further submit that the Office Action has provided improper motivation to combine the references. The basis for improper motivation is the same as previously provided for independent claim 1. It is respectfully requested that the Office Action either present evidence from either reference to combine their teachings or an Affidavit.

*In the Office Action, at page 6, claims 14-16 were rejected under 35 U.S.C. § 103 in view of Yamashina and U.S. Patent No. 5,835,663 to Momochi ("Momochi"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

Because claims 14-16 depend from independent claim 9, the combination of Yamashina

and Momochi must provide the claimed features of independent claim 9. Momochi generally describes an apparatus for recording image data representative of cuts in a video signal. However, similarly to Yamashina, Momochi is silent as to providing "a recording and/or reproducing unit recording and/or reproducing subject-related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and a housing unit containing and protecting the data storage unit," as recited in independent claim 9. Accordingly, it is respectfully requested that independent claim 9 and related dependent claims be allowed. The Applicants further submit that the Office Action has provided improper motivation to combine the references. The basis for improper motivation is the same as previously provided for independent claim 1. It is respectfully requested that the Office Action either present evidence from either reference to combine their teachings or an Affidavit.

*In the Office Action, at page 6, claim 17 was rejected under 35 U.S.C. § 103 in view of Yamashina and U.S. Patent No. 5,988,510 to Tuttle ("Tuttle"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

Because claim 17 depends from independent claim 9, the combination of Yamashina and Tuttle must provide the claimed features of independent claim 9. Tuttle generally describes a tamper resistant smart card and method of protecting data in a smart card. However, similarly to Yamashina, Tuttle is silent as to providing "a recording and/or reproducing unit recording and/or reproducing subject-related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and a housing unit containing and protecting the data storage unit," as recited in independent claim 9. Accordingly, it is respectfully requested that independent claim 9 and related dependent claims be allowed. The Applicants further submit that the Office Action has provided improper motivation to combine the references. The basis for improper motivation is same as previously provided for independent claim 1. It is respectfully requested that the Office Action either present evidence from either reference to combine their teachings or an Affidavit.

*In the Office Action, at page 7, claim 25 was rejected under 35 U.S.C. § 103 in view of Yamashina and JP406215010 to Tsutsui ("Tsutsui"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

Because claim 25 depends from independent claim 20, the combination of Yamashina

and Tsutsui must provide the claimed features of independent claim 20. Tsutsui generally describes an information recording device including an earphone. However, similarly to Yamashina, Tsutsui is silent as to providing "a recording and/or reproducing apparatus recording and/or reproducing subject-related data to/from the trading card, wherein the subject-related data comprises picture information related to a subject, the recording and/or reproducing apparatus comprising: . . . a decoder decoding the picture information from the subject-related data stored in the memory and generating a video signal corresponding to the picture information. . . , and a controller controlling the transmission and reception unit, the decoder, and the display unit according to the manipulation commands," as recited in independent claim 20. Accordingly, it is respectfully requested that independent claim 20 and related dependent claims be allowed. The Applicants further submit that the Office Action has provided improper motivation to combine the references. The basis for improper motivation is the same as previously provided for independent claim 1. It is respectfully requested that the Office Action either present evidence from either reference to combine their teachings or an Affidavit.

*In the Office Action, at page 7, claim 28 was rejected under 35 U.S.C. § 103 in view of Yamashina and U.S. Patent No. 6,083,009 to Kim ("Kim"). The reasons for the rejection are set forth in the Office Action and therefore not repeated. The rejection is traversed and reconsideration is requested.*

Because claim 28 depends from independent claim 20, the combination of Yamashina and Kim must provide the claimed features of independent claim 20. Kim generally describes a karaoke service method by telecommunication system downloading karaoke data through a portable karaoke device, where when a connection between a mobile station 106a and PSDN 108 is complete and a data path is set, a user searches a web site of PSDN 108 which provides karaoke data and downloads selected music and stores it in the notebook computer 102. See column 2, lines 7-22. However, similarly to Yamashina, Kim is silent as to providing "recording the subject-related data in the trading card using the encoding unit, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information," as recited in independent claim 28. Accordingly, it is respectfully requested that independent claim 28 be allowed. The Applicants further submit that the Office Action has provided improper motivation to combine the references. The basis for improper motivation is the same as previously provided for independent claim 1. It is respectfully requested that the Office Action either present evidence from either reference to combine their teachings or an Affidavit.

**CONCLUSION:**

In accordance with the foregoing, it is respectfully submitted that all outstanding objections and rejections have been overcome and/or rendered moot, and further, that all pending claims patentably distinguish over the prior art. Thus, there being no further outstanding objections or rejections, the application is submitted as being in condition for allowance, which action is earnestly solicited.

If the Examiner has any remaining issues to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such issues.

If there are any underpayments or overpayments of fees associated with the filing of this Amendment, please charge and/or credit the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**ABSTRACT OF THE DISCLOSURE**

A system and method including a trading card and a recording and/or reproducing apparatus recording and/or reproducing subject-related data to/from the trading card, wherein the subject-related data includes picture information characterizing a subject or reminding a user of the subject. The recording and/or reproducing apparatus includes a transmission and reception unit transmitting subject-related data to and receiving subject-related data from the trading card and a memory unit storing the subject-related data provided through the transmission and reception unit. A key controller in the recording and/or reproducing apparatus inputs a user's manipulation commands and a decoder decodes the picture information from the subject-related data stored in the memory and generating a video signal corresponding to the picture information. A display unit displays the video signal.

**IN THE SPECIFICATION:**

Please AMEND the following paragraphs:

**[0036]** FIG. 9 illustrates a process in which subject-related data is recorded and reproduced in the trading card 100. Subject-related data is recorded in the trading card 100 by an encoding apparatus [850] 800. The subject-related data recorded in the trading card 100 is reproduced and displayed by either the recording and/or reproducing apparatus 600 or 700 of FIG. 6 or FIG. 7 or by a display device 200.

**[0037]** FIG. 10 illustrates an external appearance of the encoding apparatus [850] 800 shown in FIG. 9. The encoding apparatus [850] 800 includes a monitor [902] 802, a slot [904] 804, a keyboard [906] 806, and a speaker [908] 808. The trading card 100 is inserted into the slot [904] 804. A person who writes information controls information recording into the trading card 100 through the keyboard [906] 806 and the monitor [902] 802.

**[0038]** FIG. 11 illustrates a process in which subject-related data is recorded in a trading card 100. Subject-related data is downloaded from a web site 1102 to a personal computer 1104. The subject-related data downloaded in the personal computer 1104 is provided to the encoding apparatus [850] 800. The encoding apparatus 850 records information in the trading card 100. Subject-related data recorded in the trading card 100 includes moving picture information, still picture information, sound information, and text information. Sound can be moving picture-accompanying sound, or the voice of the subject or the voice of the user having. Text information is information related to the subject. For example, if the subject of the trading card is a sports star, then statistical information, personal information, etc. of the sports subject may be recorded.

**IN THE CLAIMS:**

Please AMEND claims 1, 3, 4, 19, and 28. The remaining claims are reprinted, as a convenience to the Examiner, as they presently stand before the U.S. Patent and Trademark Office.

1. (ONCE AMENDED) A trading card communicating with recording and/or reproducing units to receive messages from a subject printed on the trading card, the trading

card comprising:

a data storage unit storing subject-related data of the subject printed on the trading card, wherein the data storage unit reproduces and transmits the subject-related data to the recording and/or reproducing units in the form of an optical or radio signal to simultaneously reproduce the subject-related data of the subject printed on the trading card in the recording and/or reproducing units.

2. (UNAMENDED) The trading card as recited in claim 1, wherein the subject-related data comprises moving picture information, still picture information, voice or sound information, and/or text information.

3. (ONCE AMENDED) A trading card communicating with a recording and/or reproducing unit to receive messages from a subject printed on the card, the trading card comprising:

a data storage unit receiving a recording command from the recording and/or reproducing unit to record and store the subject-related data stored in the recording and/or reproducing unit from the subject; and

a housing unit containing and protecting the data storage unit, wherein the housing unit comprises a serial number identifying the trading card.

4. (ONCE AMENDED) A recording and/or reproducing unit allowing a user of a trading card to receive subject-related data from a subject printed on the card, the recording and/or reproducing unit comprising:

a recording and/or reproducing unit reproducing subject-related data stored in the trading card according to manipulation commands from the user, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information.

5. (UNAMENDED) A system, comprising:

a recording and/or reproducing unit recording and/or reproducing subject-related data from a subject shown on a trading card and/or user-related data from a user of the trading card; and

a data storage unit in the trading card receiving a recording and/or reproducing command from the recording and/or reproducing unit to record the subject-related data stored in

the recording and/or reproducing unit or receiving a reproduction command from the recording and/or reproducing unit to reproduce the subject-related data stored in the data storage unit, wherein the recording and/or reproducing unit processes and builds a message by implementing the user-related data into the subject-related data and displays and/or sound reproduces the message.

6. (UNAMENDED) The system as recited in claim 5, wherein the subject-related data comprises image, sound, and/or text information.

7. (UNAMENDED) The system as recited in claim 5, further comprising an encoding unit comprising a slot to insert the trading card and record subject-related data being encoded by the user and transmitting the recorded subject-related data to the recording and/or reproducing apparatus.

8. (UNAMENDED) A system, comprising:  
a magazine loading trading cards, processing subject-related data stored in the trading cards, and transmitting the subject-related data, wherein the subject-related data comprises moving pictures arranged in a sequence using serial numbers; and  
a recording and/or reproducing apparatus receiving the subject-related data and processing the serial numbers to sequentially reproduce the moving pictures via a display unit.

9. (UNAMENDED) A system, comprising:  
a trading card with a subject printed thereon;  
a data storage unit in the trading card storing subject-related data; and  
a recording and/or reproducing unit recording and/or reproducing subject-related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and  
a housing unit containing and protecting the data storage unit.

10. (UNAMENDED) The system as recited in claim 9, wherein the data storage unit is a connectionless-type semiconductor integrated circuit (IC) interfacing with a transmission and reception unit in the recording and/or reproducing unit to transmit or receive the subject-related data and operational power.

11. (UNAMENDED) The system as recited in claim 9, wherein the data storage unit is a connection-type semiconductor IC comprising a connection terminal to interface with the recording and/or reproducing apparatus to transmit or receive the subject-related data and operational power.

12. (UNAMENDED) The system as recited in claim 9, wherein the data storage unit comprises:

a semiconductor memory storing the subject-related data; and  
an output controller controlling reading the subject-related data from the semiconductor memory.

13. (UNAMENDED) The system as recited in claim 9, wherein the data storage unit comprises:

an input controller recording the subject-related data in the semiconductor memory.

14. (UNAMENDED) The system as recited in claim 9, wherein the subject-related data comprises moving picture and still picture information related to the subject.

15. (UNAMENDED) The system as recited in claim 14, wherein the subject-related data further comprises sound information related to the subject.

16. (UNAMENDED) The system as recited in claim 15, wherein the subject-related data further comprises text information related to the subject, such as statistical information and personal information.

17. (UNAMENDED) The system as recited in claim 9, wherein the housing unit comprises a coating film.

18. (UNAMENDED) The system as recited in claim 9, wherein the housing unit comprises an identifier identifying the trading card.

19. (ONCE AMENDED) The system as recited in claim [18] 9, wherein the identifier comprises a serial number, and further comprising:

trading cards comprising continuing serial numbers [comprise] associated with continuing

moving picture information.

20. (UNAMENDED) A system, comprising:

a trading card; and

a recording and/or reproducing apparatus recording and/or reproducing subject-related data to/from the trading card, wherein the subject-related data comprises picture information related to a subject, the recording and/or reproducing apparatus comprising:

a transmission and reception unit transmitting subject-related data to and receiving the subject-related data from the trading card,

a memory unit storing the subject-related data provided through the transmission and reception unit,

a key controller inputting manipulation commands by a user,

a decoder decoding the picture information from the subject-related data stored in the memory and generating a video signal corresponding to the picture information,

a display unit displaying the video signal generated by the decoder, and

a controller controlling the transmission and reception unit, the decoder, and the display unit according to the manipulation commands.

21. (UNAMENDED) The system as recited in claim 20, wherein the transmission and reception unit comprises a connection terminal providing an electrical contact with the trading card.

22. (UNAMENDED) The system as recited in claim 20, wherein the transmission and reception unit transmits an optical or radio signal to and receives an optical or radio signal from the trading card.

23. (UNAMENDED) The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:

an output terminal outputting the video signal reproduced by the decoder.

24. (UNAMENDED) The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:

a speaker outputting a voice signal through the controller.

25. (UNAMENDED) The system as recited in claim 24, wherein the recording and/or reproducing unit further comprises:

an earphone connection jack outputting the voice signal through the controller to an earphone.

26. (UNAMENDED) The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:

an interface unit outputting the subject-related data stored in the memory unit to an external device or receiving the subject-related data provided from the external device.

27. (UNAMENDED) The system as recited in claim 20, wherein the controller transmits the subject-related data stored in the memory unit to the trading card, in response to a recording command applied from the key controller.

28. (ONCE AMENDED) A method of recording subject-related data from a web site to a trading card using an encoding unit, comprising:

downloading the subject-related data from the web site to a computer;  
providing the subject-related data from the computer to the encoding unit; and  
recording the subject-related data in the trading card using the encoding unit, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information.

29. (UNAMENDED) A method, comprising:  
loading trading cards into a magazine;  
processing subject-related data stored in the trading cards;  
transmitting the subject-related data to a recording and/or reproducing apparatus,  
wherein the subject-related data comprises moving pictures arranged in a sequence using serial numbers; and

processing the serial numbers to sequentially reproduce the moving pictures via a display unit.

30. (UNAMENDED) A method to build a message between a trading card user and a subject shown in the trading card via an encoding unit and a recording and/or reproducing unit, the method comprising:

recording user-related information in the encoding unit;  
building the message using the user-related information;  
recording the message in the trading card; and  
outputting the message recorded in the trading card through the recording and/or reproducing unit.

31. (UNAMENDED) The method as recited in claim 30, wherein the outputting the message through the recording and/or reproducing unit is output through a screen or a speaker.

32. (UNAMENDED) A method of building a message between a subject displayed on a trading card and a user of the trading card, comprising:

using the trading card to store subject-related data of the subject, wherein the subject-related data comprises sound or voice information relating to the subject;  
receiving user-related information from the user;  
building the message by implementing the user-related data into the subject-related data;  
storing the message in the trading card; and  
outputting the message.

33. (UNAMENDED) The method of claim 32, wherein the outputting of the content comprises displaying the message in the form of text information.

34. (UNAMENDED) The method of claim 32, wherein the outputting the message further comprises :

reading a sound signal indicating the voice of the subject from the subject-related data;  
extracting parameters for synthesizing the voice, from the sound signal;  
synthesizing the voice for building content of the message, using the parameters extracted; and  
outputting a voice synthesized signal through a speaker.